

5 TIPS TO CONVERT POTENTIAL CLIENTS TO RETAINED CLIENTS

And build a recurring referral resource



1

BE WHERE THEY ARE LOOKING

When people start looking for an attorney, it's often online. Your profile should be where they are looking. Try searching for the legal services you provide and see what the search engine shows as top options.



2

SHOW YOUR EXPERTISE

Most people don't need an attorney very often. Selecting one is likely new. So, make your expertise as visible as possible to give them a reason to hire you. Creating content and making that available is a great start.



3

BUILD A PARTNERSHIP

Be sure to offer a bit more than a standard response if a potential client reaches out. Offer a link to a resource or article that may be helpful for them. If you aren't the right attorney, offer some tips on how to find the right one.



4

FOLLOW UP

Check back in with the potential client. See if they have come to a decision on how to hire or if they found the article you referred them to helpful. We aren't suggesting free legal advice, but just sending an email or making a call helps build that bridge.



5

STAY IN TOUCH

Keeping up with current and potential clients is just the start. Stay in touch with clients even after the matters are complete. The right technology can help you stay connected with all of them. Make it easy for them all to refer others to you, too.

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